


TO Business

 **Toronto** Economic Development

...speaking with the business community

October/ 2006

In This Issue:

BUSINESS NEWS

1. Downtown office development back on track
2. \$30M capital expansion at sanofi pasteur
3. Solar photovoltaic system to save Exhibition Place \$10,000 annually
4. Mural Program enhances employment areas
5. International events boost Toronto economy
6. Recognizing importance of business in building Toronto
7. International Film Festival means business
8. Collaboration opportunities with Procter & Gamble
9. Creative industries thriving
10. Designer required? Directory helps with graphic designer selection
11. City of Toronto to pioneer green standards
12. Beautiful City Appreciation Awards

CALENDAR

13. SOCAP conference October 15-16
14. City of Toronto Symposium on tall buildings October 19
15. "Profit by Design" Seminar Series Launches October 30
16. October Business Seminars
17. International design competition for Nathan Phillips Square
18. Contact Us
19. Your City business contact

1. Downtown office development back on track

Brookfield Properties is moving ahead with the Bay Adelaide Centre project. The 2.6 million sq.ft. project comprises three buildings: a 50-storey office; a 590 feet high office/residential tower; and a 394 feet high hotel/ residential tower.

Planning for development of this strategic site has a long history beginning in 1981. Construction of a 57-storey tower was begun in 1988, but abandoned after completion of only a six storey elevator core, due to a downturn in the office market. The 2001 purchase of two additional land parcels provided the owners with the flexibility necessary to allow for the current proposal.

▲
BACK TO TOP

2. \$30M capital expansion at sanofi pasteur

Sanofi pasteur, a leading global vaccine company, is planning a \$30 million capital expansion at Connaught Campus - the company's north Toronto global manufacturing site. More than 1,100 people who research, develop, manufacture and market vaccines are currently employed on Campus where sanofi pasteur produces combination vaccines that require only one needle.

Toronto Region Research Alliance (TRAA) President and CEO, Ross McGregor applauded the expansion, stating, "the fact that sanofi pasteur has chosen to substantially increase the manufacturing capacity of their Connaught Campus reflects the Toronto region's growing global R&D profile."

Sanofi pasteur is truly one of Toronto's great success stories. In 2005, its vaccines business sold more than 1 billion doses.

▲
[BACK TO TOP](#)

3. Solar photovoltaic system to save Exhibition Place \$10,000 annually

As part of Exhibition Place's plan to become energy self-sufficient by 2010, a 100 kilowatt solar photovoltaic (PV) system, the largest in Canada, has been installed on the rooftop of Exhibition Place's Horse Palace. "This project is expected to reduce annual electrical consumption by 120,000 kilowatts per year and greenhouse gas emissions by 115 tonnes per year, saving Exhibition Place more than \$10,000 per year in hydro costs," said Councillor Pam McConnell representing the Federation of Canadian Municipalities (FCM) National Board of Directors. FCM has been a national voice of municipal governments since 1901.

The public will be able to monitor the electricity output of the solar PV system through a project website that is being created. It is hoped that by observing the output of the system and how it performs under local weather conditions, more people will use solar power in homes and offices.

The installation is funded by the FCM's Green Municipal Fund (GMF), City of Toronto's Better Buildings Partnership (BBP) and the Toronto Atmospheric Fund. These organizations support businesses who want to reduce their emissions and energy use. The Government of Canada endowed the Federation of Canadian Municipalities with \$550 million to establish and manage the GMF. In Toronto, the City has assisted 500 buildings with energy retrofits through the BBP.

▲
[BACK TO TOP](#)

4. Mural Program enhances employment areas

The Economic Development Mural program helps local businesses and communities create an attractive and positive identity for their business area by providing one-time funding of up to \$5,000 for murals in commercial or employment districts. Over 60 murals have been created since the program began in 1999. In 2006, there are 13 grant recipients covering industrial and commercial areas all over the City including the Emery Village BIA, the Islington Village BIA, the Liberty Village BIA, the Old Cabbagetown BIA and the Cliffside Village. For more information contact Michael Saunders at msaunders@toronto.ca

▲
[BACK TO TOP](#)

5. International events boost Toronto economy

A total of \$31 million in economic activity was created in Toronto during the AIDS 2006 Conference and the 2006 International Dragon Boat championships.

AIDS 2006, the XVI International AIDS Conference, attracted 26,000 attendees from 186 countries and an additional 2,300 journalists from 92 countries. The gathering generated \$15.5 million in new economic activity in Toronto.

The 2006 International Dragon Boat Federation Club Crew World Championships generated an additional \$15.5 million in new Toronto economic activity.

To view the full reports please see www.toronto.ca/toronto_international and choose the Reports and Studies tab.

▲
BACK TO TOP

6. Recognizing importance of business in building Toronto

The Economic Development section of the City of Toronto developed a campaign "We Build This City" to acknowledge and thank the business community for its pivotal role in building a city of unlimited business opportunities. Using individual business success stories, the campaign supported Toronto's retention objectives and underscored the competitive advantages that our local businesses provide to the city.

The campaign was delivered through newspaper advertisements (Toronto Star and The Globe and Mail); transit shelter posters (posted at Union Station and scattered across the city); electronic billboards in Yonge Dundas Square; a direct-mail campaign; and 423 radio spots on 5 Toronto stations.

On September 25 the Economic Developers Association of Canada (EDAC) recognized the importance of business contribution to cities' economies and the creativity and impact of this campaign by awarding Toronto the "Best Advertising Campaign" in the country for large cities and/or provinces.

▲
BACK TO TOP

7. International Film Festival means business

More than 3,000 sales delegates representing more than 500 film distribution companies from 67 countries shopped for movies at this year's Toronto International Film festival.

▲
BACK TO TOP

8. Collaboration opportunities with Procter & Gamble

Procter & Gamble (P&G) is looking to collaborate with innovative Canadian businesses developing technologies and capabilities that are in line with P&G's technology focus.

P&G's areas of interest include:

1. Health and Medical Sciences (chemoreception, dermatology and women's health)
2. Physical Sciences (cleaning technologies, food technology, water purification)
3. Capabilities (chemical/natural product libraries and databases; drug/product delivery)

All expressions of interest must be submitted by October 15, 2006. For more information visit
http://www.cata.ca/Media_and_Events/Press_Releases/cata_pr08150601.html

▲
BACK TO TOP

9. Creative industries thriving

A report by the Creative Cities Leadership Team, a joint venture of the University of Toronto, the Ontario Ministry of Culture and, the City of Toronto and the Ministry of Research and Innovation, holds that creative industries may soon overtake information, communications & technology and business services as the fastest growth sector in the region's economy. Creative industries are those including media / broadcasting, architecture, the performing arts, advertising, design and publishing. From 1991 through 2004, the 6% compounded annual growth rate of creative occupations in Toronto far surpassed the 2.35% overall growth rate of the labour force.

 [BACK TO TOP](#)

10. Designer required? Directory helps with graphic designer selection

Do you find yourself needing a logo, new image, brochure designed, poster, flyer or other collateral material for your business and not know where to turn?

The Association of Registered Graphic Designers (RGD) of Ontario has published an illustrated directory of members to assist you in hiring a graphic designer. To find out about receiving a copy, please contact lbelzak@toronto.ca

 [BACK TO TOP](#)

11. City of Toronto to pioneer green standards

In July, Council approved a set of principles and targets to promote environmentally sustainable site and building design. The Toronto Green Development Standard (TGDS) will be applied to developments undertaken by the City and its agencies, and will be provided as a voluntary guide for the private sector. TGDS will be promoted through rezoning applications. The City will ask the province to consider making green standards mandatory for site and building design.

 [BACK TO TOP](#)

12. Clean and Beautiful City Appreciation Awards

Mayor Miller presented awards to 12 corporate and business partners that made city wide contributions to the Clean and Beautiful City initiative at the second annual Clean and Beautiful City Appreciation Awards on September 26th. This was followed by Councillors presenting awards to more than 70 individuals, businesses, institutions and community groups from across the city.

"I am delighted to salute the collective efforts of everyone who has worked together to contribute to this initiative. It is also my privilege... to recognize a group of corporate and business partners who came forward to demonstrate how their organizations could uniquely contribute to Toronto's Clean and Beautiful City initiative," said Mayor Miller.

The awards recognize outstanding contributions to the Clean and Beautiful City initiative. For a full list of award recipients, visit www.toronto.ca/cleanandbeautiful.

 [BACK TO TOP](#)

CALENDAR

13. SOCAP conference October 15-16

The Society of Consumer Affairs Professionals (SOCAP), an international organization focused on providing a global perspective to customer care, will be holding its annual conference at Toronto's Westin Harbour Castle Hotel October 15-16, 2006.

SOCAP draws its members from Canada, U.S., Europe, South Africa, Australia, U.K., and Brazil. Its annual meetings tackle major issues facing the customer care profession such as contact centre and consumer affairs operations and data capture. On-line registration for this year's Conference which is anticipated to attract 500 delegates, is available at www.socap.org

 [BACK TO TOP](#)

14. City of Toronto Symposium on tall buildings October 19

In collaboration with the Canadian Urban Institute (CUI) and Toronto Society of Architects (TSA), the City of Toronto will host a "Higher Learning" symposium at the Westin Harbour Castle on Thursday, October 19th.

The symposium will be a day-long exploration of how other major cities are dealing with tall buildings and urban growth. Three free workshops will take place concurrently in the afternoon with a focus on tall building design guidelines and regulations, creating liveable tall building communities, and using technology to engage the public in tall building design review. The symposium will conclude with a free, public TSA/City of Toronto lecture and panel discussion in the evening.

For full details and to register for the free afternoon workshops, visit www.toronto.ca/planning/higherlearning.htm

 [BACK TO TOP](#)

15. "Profit by Design" Seminar Series Launches October 30th

Countries throughout the world now recognize design/innovation as the ultimate competitive weapon for the 21st century. The Canadian Manufacturers and Exporters Association has partnered with the Design Industry Advisory Committee and Toronto Economic Development to launch a business seminar series on design's role in innovation.

Through the "Profit by Design" seminars learn how you can:

- Build brand recognition for your products and services to compete more effectively in the global marketplace;
- Evolve export categories and develop more customized and compelling products;
- Adapt to maximize manufacturing processes; and
- Design to reduce environmental impacts.

Date: October 30, 2006, 1:30 - 5:00 p.m.

Location: MaRS Collaboration Centre, 101 College Street, Toronto

For full details and registration visit: www.cme-mec.ca

 [BACK TO TOP](#)

16. October seminars for small business

Enterprise Toronto offers free business seminars. Featured seminars in October include: Business Plan Writing, Importing for Small Business, Canadian Market Research, An Entrepreneur Mindset, Buying a Small Business, and many more. For seminar descriptions, schedules and to register online, visit www.enterprisetoronto.com


BACK TO TOP

17. International design competition for Nathan Phillips Square

The City of Toronto is pleased to announce the launch of an international design competition for the revitalization of Nathan Phillips Square.

The design competition is an international, two-stage open process, with submissions to both stages to be evaluated by a Competition Jury who will select the winning design and design team. Submissions for Stage I of the competition must be received by November 16, 2006.

More information about the design competition is available at www.toronto.ca/npsquarecompetition


BACK TO TOP

18. Contact Us

We are interested in your feedback. Contact us at cknipfel@toronto.ca with ideas for future newsletter topics, questions about issues raised, or to add names to our distribution list.

19. We Are Your Contact at City Hall

We are here to help you. If you are looking to expand or relocate, if you need assistance with city, provincial or federal agencies, contact us. We are able to put you in touch with key contacts to expedite your business plans.

Check out Toronto's comprehensive business services at www.toronto.ca/business.

To access past issues of TO business, [click here](#).

To unsubscribe reply to this email with unsubscribe in the subject heading.


BACK TO TOP